



Job Description

Job title:	Freelance Communications Assistant
Term:	Fixed Term, 1 Year
Reports to:	Keychange Project Management Team
Hours:	Part Time 2 days per week (will require flexibility in accordance with project and events timetable)
Remuneration:	€100 per day
Annual Leave:	25 days pro rata (15 days per year)

About Keychange

Keychange is a pioneering international initiative which transforms the future of music whilst encouraging festivals and music organisations to achieve a 50:50 gender balance by 2022. 74 emerging artists and innovators each year from across Europe and Canada will take part in international festivals, showcase events, collaborations and a programme of creative labs. Keychange aims to accelerate change and create a better more inclusive music industry for present and future generations.

Keychange is led by Reeperbahn Festival, PRS Foundation and Musikzentrum Öst, supported by the Creative Europe programme of the European Union, in partnership with Tallinn Music Week, Iceland Airwaves, BIME, Oslo World, Linecheck/Music Innovation Hub, Ireland Music Week, SACEM, Liverpool Sound City, Way Out West, Spring Break, MAMA, Mutek and Breakout West.

keychange.eu | twitter.com/KeychangeEU | instagram.com/KeychangeEU | facebook.com/KeychangeEU

Communications Assistant

We are looking for an enthusiastic, tech-savvy Communications Assistant to join our team from February 2020 – February 2021 on a part-time basis. We have funding for a 4 year project so if the role works well, there is the possibility to renew the contract.

You will have a particular interest in social media and digital communications, with a creative flair and a proactive attitude to content. You will have an interest in music or the arts and care as much as we do about making positive change towards a more equal music industry.

The role can be based anywhere in Europe, but you will need to have a very good grasp of English (written and spoken). You will have a natural rapport with artists and creative professionals and you will be used to flexibly working in-the-moment at events to create content. The role will involve travel to approx. 7 international festivals over the year, where you will need to feed into and implement our communications plan. You will be responsible for communicating the key points of our work digitally, and you will get the chance to be an important part of our movement at a crucial time, integral to our development activity.

The Assistant will work closely with our Project Management team based in London, Hamburg and Stockholm, so you must be comfortable communicating via Skype, Slack and email. You will report to the Project Management team, and you will help them report to the partnership board at meetings in February and September. This role will be on a

part-time basis (2 days per week), with flexibility around days. Standard office hours are 10.00am – 6.00pm and some evening attendance at events is possible.

Keychange promotes a culture of equal opportunities for all staff and all applicants.

How to apply

Please read the details of this opportunity carefully and ensure that you are aware of the mission and work of Keychange and can describe why you would make a good fit.

Please send us a CV in English, a short cover letter (300 words max.) and some examples of your work to maxie@keychange.eu or alternatively via post to: Maxie Gedge, PRS Foundation, 2 Pancras Square, London N1C 4AG

Deadline: 12 noon, Friday 5th December 2019

Interviews: TBC (depending on location)

Start date: Ideally week beginning by 1 February 2020

Key opportunities and activities for this role

The Communications Assistant will be responsible for delivering the Keychange Communications strategy. There is the possibility for working in an office environment, depending on where you are based. You will be able to attend and work at many music festivals and there may be opportunities to speak about Keychange at industry conferences.

Key tasks

Marketing

- Lead on delivering key Keychange messages across our broad range of activities
- Gather information from our participants to support the Project Managers in programming activity.
- Spot opportunities for media partnerships which would broaden our reach, increase our profile and add value to our work
- Use the Keychange ambassadors, sponsors, signatories and partners to promote our successes all over the world

Website, digital content and social media

- Deliver the plan for enhancing Keychange's digital reach
- Create digital content such as playlists, social sharers, image posts, video content and manage digital content produced by external video and design companies.
- Assist in enhancing the content, look and efficiency of the Keychange website, newsletter, social media channels, and other digital platforms
- Ensure that the website is up to date with all of our partners, participants and the latest press releases and digital content
- Interact with participants and partner organisations on social media, sharing gig/performance/release news, industry success, media coverage and relevant stats and reports so that Keychange can become an expert voice in our arena
- Ensure that our social media reflects our commitment to diversity

Assistance with events

- Help to promote receptions, launches, showcases and panel-based international events that Keychange is involved in, including content creation
- Create and deliver plans for social media and digital content at events

- Liaise with artists, speakers, photographers and film crews to ensure timely delivery and release of all digital content

Stakeholder & internal communications

- Liaise regularly with stakeholders' communications departments, to ensure collaborative approach, including with social media and programme launches
- Work closely with the Project Managers to ensure programme content is effectively communicated on all channels

Other responsibilities

- Represent Keychange at panels and events as appropriate
- Maintain an awareness of relevant topics music industry including gender diversity
- Use analytics to measure and enhance the impact of communications activities
- Liaise with the Project Managers to ensure Communications related expenditure is recorded in accordance with budget procedures and within set budgets

Accountabilities of the role

- *Reports to the Project Management team*
- *Communicates regularly with partners, stakeholders and industry influencers*

Person Specification

We are looking for an articulate, passionate and organised communications enthusiast, making your first steps in the industry, but with knowledge of implementing communications campaigns across a range of platforms. You will be able to work effectively in a busy, hands-on role as part of a small and dynamic team.

You will be an active and creative user of social media and have an enthusiasm for new music. We also expect that you will understand and can show a commitment to what we do.

Skills and attributes

- Excellent verbal and written communications skills, including producing web copy
- Effective and positive team player with ability to inspire others
- Ability to work, prioritise and pay attention to detail within a busy, multi-task environment
- Excellent interpersonal skills including tact and patience when dealing with applicants, partners and grantees
- Excellent IT and social media skills with ability to operate all relevant database, email & web systems including Microsoft Office, CMS, CRM, analytics, Eventbrite, Outlook, Hootsuite, Tweetdeck, basic film editing software (e.g. iMovie) and Photoshop

Experience

- Strong interest in digital communications, print production and social media – delivery experience desirable but not required.
- Up to date knowledge of content creation tools, social media wins, and multi-channel platforms
- Events experience desirable
- Experience of working either within the music industry or arts & cultural sector desirable
- Understanding of equal opportunities practice
- Understanding of the work of Keychange and how it fits into the music industry

Additional information

- This is a part time fixed term role

- Access to performances of music we support is a benefit that we expect staff to make the most of. Our flexible working policy enables staff to claim time off in lieu (TOIL)
- All team members are required to work at highest levels of accuracy, conscientiousness and communication in order to maintain our high standard of service and commitment to transparency and equal opportunities.